

The Art of the Needs Analysis—From Prospect to Client

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The “art” of the Needs Analysis is that it is a communication skill.

“ART” according to Merriam-Webster

1 : **skill** acquired by experience, study, or observation

“art of making friends”

3 : an occupation requiring knowledge or **skill**

“art of piano building”

Needs Analysis

A series of purposeful questions that discover your qualified prospect’s fitness goals (WHAT), why those goals are important (WHY), possible challenges, previous exercise experience and preferences.

Terms to know and apply:

Prospect:

Qualified prospect:

Upfront Agreement:

Open-ended questions:

Close-ended questions:

Reflective listening:

Reflective meaning:

Overcoming Obstacles vs Overcoming Objections:

The Needs Analysis is a conversation, an interview, **not** an interrogation. Remember why you decided to become a fitness professional and draw from that motivation to create a health and fitness solution for your prospective client.

If you're ready to see your conversion rate take off, implement what you've learned today, right away!

Your daily choices direct your success. Choose then act accordingly.

~ Dina

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